

Presenting the Product

Chapter 14



Sec. 14.1 – Product Presentation



What You'll Learn

- The goal of the product presentation
- How products are selected for the presentation
- What to say during the product presentation
- Four techniques that will make a lively and effective product presentation

The Goal of the Presentation



- Match customer's needs with appropriate product features and benefits.
- To do this, follow these guidelines:

Show and Tell

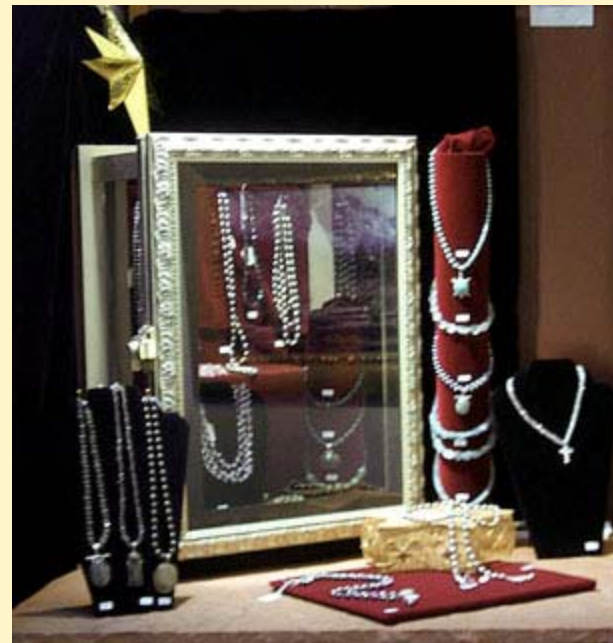


- Select a few items that match needs.
- Begin by showing a medium-priced product.
- Show no more than three products at a time
- Talk about the product's features and benefits
- Use layman's terms – words the average customer can understand.

Make the Presentation Come Alive



- Display and handle the product creatively and handle with respect.



Make the Presentation Come Alive

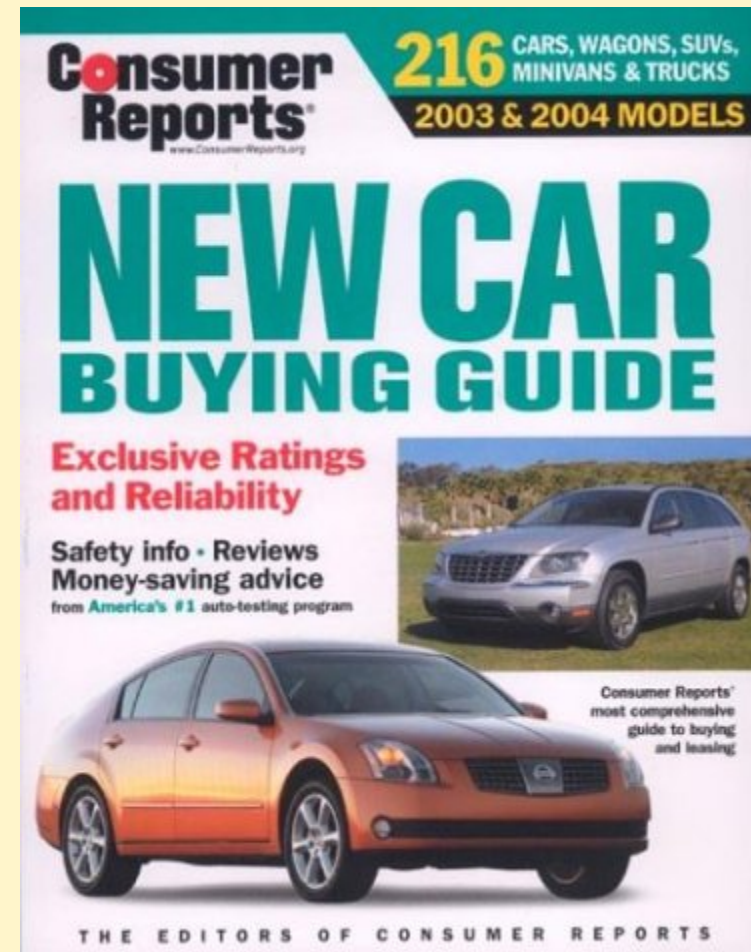
- Demonstrating the product in use helps build customer confidence.



Make the Presentation Come Alive



- Use sales aids such as samples, models, photos, graphs, charts, reprints, testimonials, warranty information



Involving the Customer



- If possible get the customer physically involved – hold it, try it on, test-drive it, etc.
- Involve the customer verbally.
- Regain your customer's attention by asking a question.